



KEYWORD ELITE

V1.2

YOUR KEYWORD RESEARCH SOLUTION

User Manual

Important Note:

If your answer is not contained within the user Manual, please visit our special Keyword Elite member's help area, where I have personally answered many of the more common Keyword Elite questions.

Chances are, I have already answered your question in GREAT detail there. You may visit the help area here:

<http://www.keywordelite.com/FAQ.htm>

Thank you

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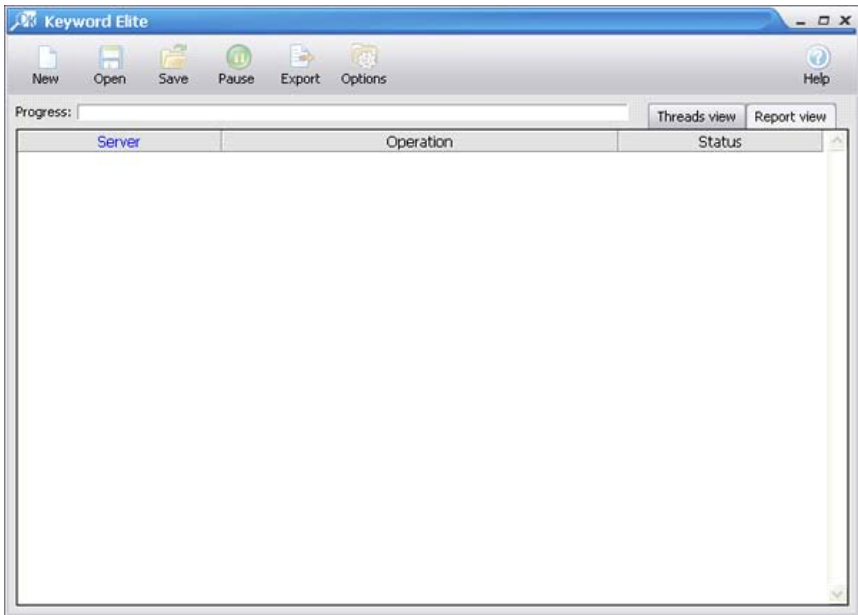
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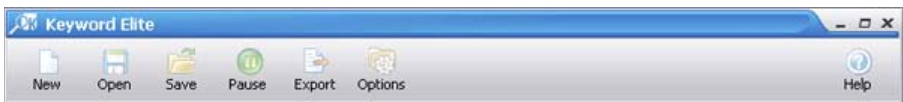
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Main Interface



The main interface is where you will view all of the data that Keyword Elite will gather for you. There are several sections within the main interface which include:

Menu bar:

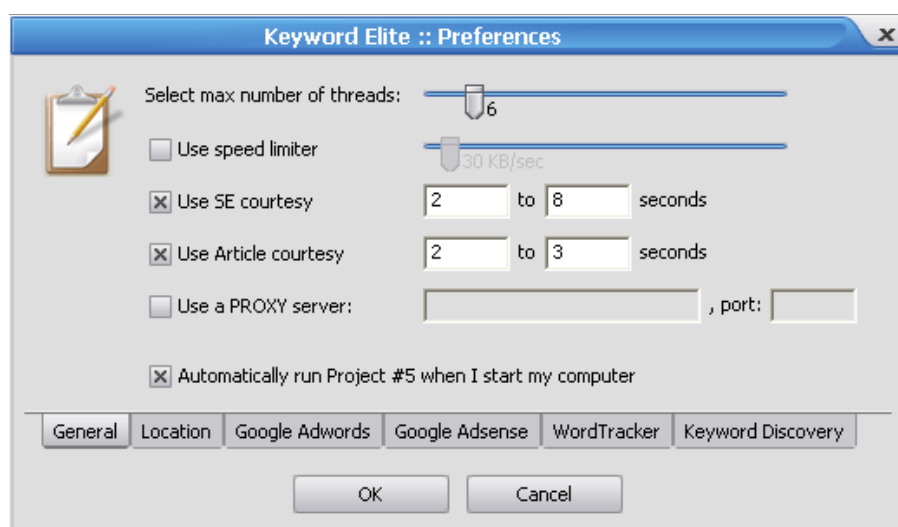


The menu bar allows you to perform the general/global functions within Keyword Elite. These include the following:

	Allows you to start a new project type
	Allows you to open a previously saved project OR an auto saved project.
	Allows you to save a project, which you can re-open later within Keyword Elite. The save option will save a project which can ONLY be opened up within Keyword Elite.

	Allows you to pause all running threads and temporarily stop Keyword Elite from processing.
	Allows you to export the results gathered. You can export the results to either an .html file or a .CSV file which can be opened within Microsoft Excel.
	Allows you to set your custom preferences within Keyword Elite. When clicking this option, the screen below will appear:

Options Window:



At the bottom of the Options Window you will see several tabs to organize your options into related groups.

General Tab

Select max number of threads: You can set Keyword Elite to download and analyze anywhere from 4 to 50 web pages at once. To increase or decrease this amount, simply slide the slider to the right or left. The default is set to 6 threads. It is advisable to increase this amount depending on the speed of your internet connection. 10-15 max threads is typically a good number.

Use speed limiter: Allows you to cause Keyword Elite to download at a specific maximum speed. Sometimes if have a slow internet connection and are running Keyword Elite while you're doing other internet work, you may want to use this

limiter to tell your computer to only download a specified number of KBs per second.

Use SE courtesy: This is an important feature in that it allows you to set a specific pause between each query to the search engines. Keyword Elite takes every possible measure to not anger the search engines by sending too many automated requests at once. The default courtesy pause is set to a random number between 2 and 8 for each query. This frequency will cause Keyword Elite to act more like a regular web surfer, which will satisfy the search engines and keep you out of any type of temporary banning. You can increase or decrease this amount however you like. Keeping the default is recommended and will keep you out of trouble.

Use Article courtesy: Keyword Elite can create Adsense pages for you. In doing so, it pulls it's content from several article directories. Because some article directories will temporarily block automated searches, you can set a courtesy pause here, which ensures that you do not crawl their directory too frequently. Play around with the pause that works best for you. It varies for each user.

Use a proxy server: Allows you to mask your own IP address and connect to the internet through someone else's IP Address. This is not necessary, but is an option Keyword Elite does allow.

Automatically run project #5: Project #5 has a built in scheduler, which you can set the run times. If this checkbox is checked, when you reboot your PC, Keyword Elite will automatically start project #5 when your PC reloads.

Location

Use Google Datacenter: Allows you to search all of the various Google territories, which will allow you to search various country-specific networks.

Use Google Adwords Region: Allows you to search all of the various regions. This will reflect changes in each of the CPC and click estimate Columns.

Google Adwords

Google Adwords: In order for Keyword Elite to collect all Google Adwords related data like Cost Per Click, Estimated Clicks, and Estimated position, you must enter your Google Adwords login information here. If you leave this blank OR the login information is incorrect, Keyword Elite may not be able to gather all of the Adwords information and will typically stall around 83% complete for project #2. (Also note, you **MUST** have a "standard Adwords account, which is free. If you have a Starter Adwords account, Keyword Elite will NOT be able to collect the Adwords data.)

Google Adsense

Google Adsense: When Keyword Elite ads your custom Adsense code to the auto generated pages, it needs to insert your unique Adsense code. From this tab you can enter your publisher's ID unique to your account, an Adsense Channel, and you can change the look of your Adsense ads by changing the colors.

Wordtracker

Wordtracker.com: Keyword Elite allows you to automate the process of finding keywords through wordtracker.com, which is a popular keyword generating membership website. Wordtracker.com is in no way associated with Keyword Elite or Bryxen Software. If you would like to set up a Wordtracker.com account, you can [click here](#).

In order to use the Wordtracker option found under project #2, you must have a Wordtracker.com account.

Keyword Discovery

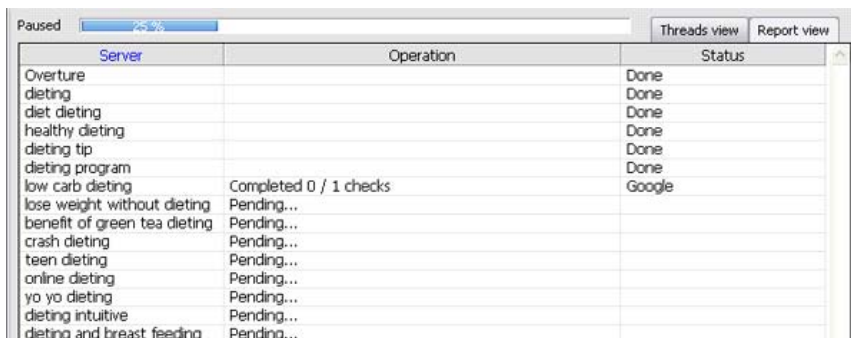
KeywordDiscover.com: Keyword Elite allows you to automate the process of finding keywords through KeywordDiscovery.com, which is a popular keyword generating membership website. KeywordDiscovery.com is in no way associated with Keyword Elite or Bryxen Software. If you would like to set up a keyworddiscovery.com account, you can [click here](#).

In order to use the KeywordDiscovery.com option found under project #2, you must have a KeywordDiscovery.com account.

Threads View:

Typically the threads view is the default window that appears after you run a new project. You can toggle between the threads view and report view by clicking the tabs located in the upper right hand corner of Keyword Elite.

You can sort any column by clicking on the column heading.



Server	Operation	Status
Overture		Done
dieting		Done
diet dieting		Done
healthy dieting		Done
dieting tip		Done
dieting program		Done
low carb dieting	Completed 0 / 1 checks	Google
lose weight without dieting	Pending...	
benefit of green tea dieting	Pending...	
crash dieting	Pending...	
teen dieting	Pending...	
online dieting	Pending...	
yo yo dieting	Pending...	
dieting intuitive	Pending...	
dieting and breast feeding	Pending...	

This window allows you view the progress of Keyword Elite as it is downloading and analyzing data from various sources across the web.

There are several columns displayed in the threads view window. These include:

Server: Typically will display which website or keyword being analyzed and/or crawled

Operation: Will display the number of processes that still needed to be taken on the keyword/website listed under the server column

Status: Will display the current action being taken on the keyword/website listed under the server column

Report View:

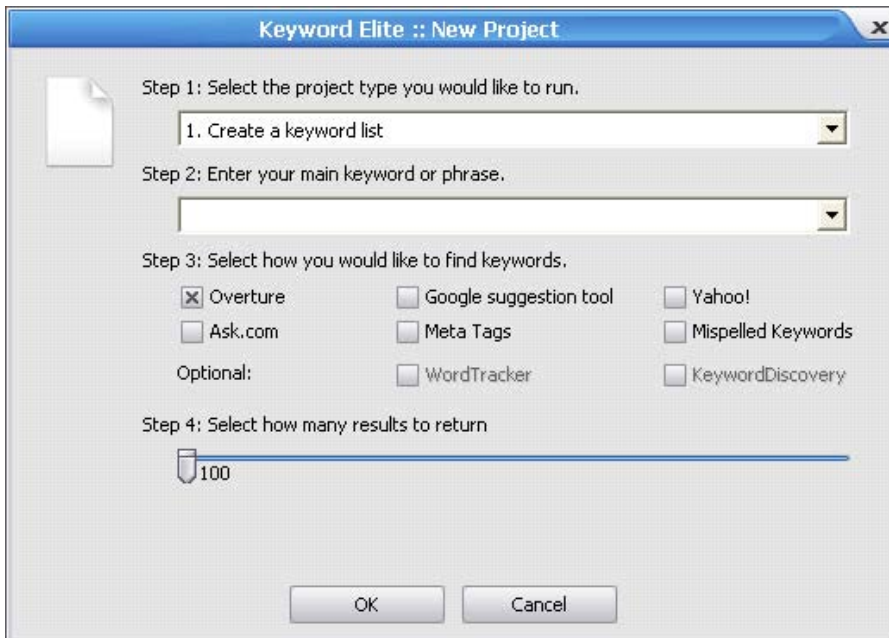
This is where all of the data gathered and analyzed by Keyword Elite will be displayed. Depending on the project type that was selected, the Report View will appear different. We'll begin with Project 1 and will move through each project individually.

New Project Window:

This is where you are able to select the project type you would like to run. Keyword Elite is essentially 5 keyword analysis tools wrapped into 1 extremely powerful program. Each project type acts independent of the others. Before we talk about the Report View window, let's go over the various New Project windows for each project type.

Project 1: Create a keyword list

Allows you to create enormous keyword lists for your pay per click campaigns.



Step 1: Select the project type you would like to run.

Keyword Elite allows you to select 5 different project types. This is where you choose which task you would like to run.

Step 2: Enter your main keyword or phrase.

This is the main keyword that Keyword Elite will build its keyword list from.

Step 3: Select how you would like to find keywords.

You have several options for building your keyword list. Each method will generate a different keyword list based on the keyword you entered in step 2.

Step 4: Select how many results to return.

Keyword Elite will return a specific number of keywords depending on what you select. You can slide the slider all the way to the right, which will return 10,000 keywords! Or all the way to the left, which will return 100 keywords. The default is set to 500.

Project 1 Report View:

Progress: 100%

Threads viewReport view

#	Keyword	Parent Keyword	Found on
1	auto loan	loans	Overture
2	auto loan calculator	loans	Overture
3	auto loan refinance	loans	Overture
4	automobile loan	loans	Overture
5	bad credit auto loan	loans	Overture
6	bad credit car loan	loans	Overture
7	bad credit home loan	loans	Overture
8	bad credit loan	loans	Overture
9	bad credit loan mortgage	loans	Overture
10	bad credit personal loan	loans	Overture
11	boat loan	loans	Overture
12	business loan	loans	Overture
13	california home equity loan	loans	Overture
14	california home loan	loans	Overture
15	california mortgage loan	loans	Overture
16	car loan calculator	loans	Overture
17	car title loan	loans	Overture
18	cash advance payday loan	loans	Overture
19	cash loan	loans	Overture
20	cheap loan	loans	Overture
21	college loan	loans	Overture
22	college student loan	loans	Overture
23	commercial loan	loans	Overture
24	consolidate loan student	loans	Overture
25	consolidation loan	loans	Overture
26	consolidation loan refinance stu...	loans	Overture
27	construction loan	loans	Overture
28	countrywide home loan	loans	Overture
29	debt consolidation loan	loans	Overture
30	direct loan	loans	Overture
31	e loan	loans	Overture

View AllOvertureEdit list

Keywords: 100

You will see 4 columns indicating the location that the keyword was generated from. The columns include:

#: A numerical count of the keywords

Keyword: The keyword that was found

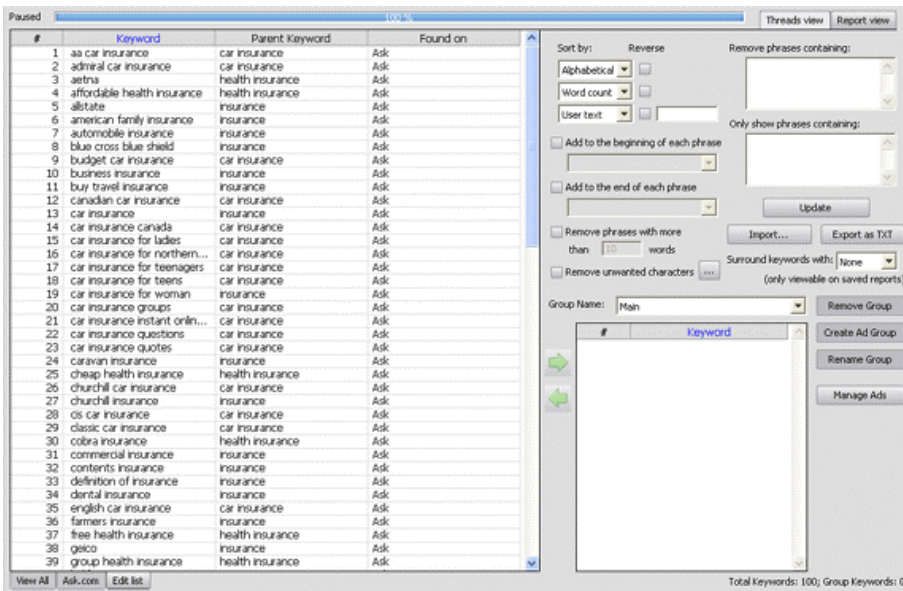
Parent Keyword: The keyword used to generate the keyword found

Found on: The search engine and/or method used to generate the keyword

You will see various tabs located on the bottom left hand side of the report view. There will be 1 tab for each of the options selected under step 3 on the “new project window”. Each tab will allow you to view only the keyword(s) generated from the specified source.

You will also notice a tab titled “Edit List”

Edit List: Allows you to do more advanced text editing to each and every one of the keywords generated. When you click on the “Edit List” tab, you will see the screen below:



On the right hand side of the screen you will see several options:

Sort by:

You'll be able to sort the list of keywords in three different ways:

- **Alphabetical:** This will sort the words in alphabetical order.
- **Word Count:** This will sort the words by the number of words contained in each keyword phrase.
- **User text:** This will place the keyword phrases containing whatever word you enter, first in the list.

Reverse: Allows you to sort the words in reverse order.

Add to the beginning of each phrase: Here you'll be able to add any keyword you wish to the beginning of each of the keywords generated. (i.e. You could add the word "Free" to the beginning of all keywords to generate a list two times the size that you previously had)

Add to the end of each phrase: Here you'll be able to add any keyword you wish to the end of each of the keywords generated. (i.e. You could add the word "Free" to the end of all keywords to generate a list two times the size that you previously had)

Remove phrases containing: You may enter any phrases or words you wish to remove. Doing this will remove the word from all of the keywords generated. (i.e. If you want to remove the word "free". You would simply enter, free, into the textbox. You can enter as many words as you wish. Place each phrase you input onto a different line. When finished, click the "update" button.

Only phrases containing: You may enter phrases and Keyword Elite will remove all keyword phrases that do not contain the phrase(s) you input. Place each phrase you input onto a different line. When finished, click the "update" button.

Remove phrases with more than X words: This allows you to remove long keyword phrases that may be too large to be accepted by Google Adwords or another PPC engine.

Remove unwanted characters: Checking this option allows you to remove characters such as #@\$% and others that you may not want included with your keyword list.

Surround keyword with: Allows you to surround the keywords with either, quotes, brackets, OR quotes and brackets. This is good for Google Adwords, because they allow you to use broad match, phrase match, and exact match listings. Be sure to note that you will NOT see the words surrounded by quotes or brackets within the software itself. You must export the keywords FIRST. Then open up the exported file and your keywords will be surrounded by quotes or brackets.

Update: When you enter keyword(s) into the "remove phrases containing textbox" you must click the "update button" in order for the changes to take place within the keyword list.

Import: Allows you to import a text file or CSV file of keywords, which will allow you to add to the list generated by Keyword Elite.

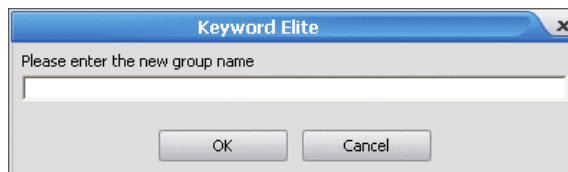
Export as TXT: Allows you to export your keyword list to a .txt file.



Allows you to move keywords from the main keyword list, to a separate keyword list, in order to "group" your keywords for your Google Adwords ad groups.

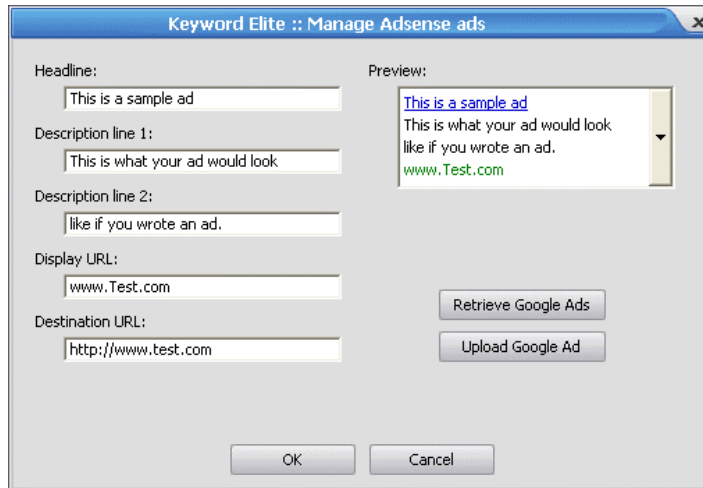
Remove Group: This allows you to delete an Ad group that you've previously created.

Create Ad Group: This allows you to create a new Google Adwords Ad group as you'll see below:



Rename Group: Allows you to change the name of your Google Adwords group

Manage Ads: Allows you to create custom written Adwords ads as shown below:



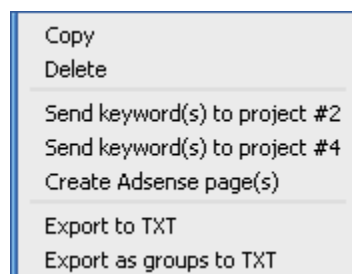
From the "Manage Ads" window, there are several other options. They are as follows:

Retrieve Google Ads: Allows you to draw inspiration from other Google Adwords advertisers. You can input a keyword and Keyword Elite will display a list of advertisers. You can view their ad to get ideas for writing your own ad.

Upload Google Ad: This allows you to upload your created ad, directly to your Google Adwords Account. You will just need to verify that the ad is correct and you "really" want to upload it.

"Right-Click" options:

When you "right-click" your mouse while hovering over 1 or more selected keywords, you will be presented with a menu as shown below:



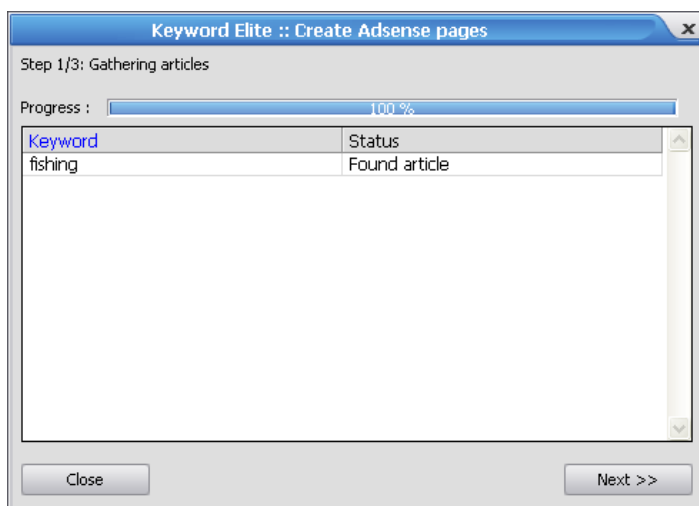
Copy: copies the keyword(s) to your clipboard.

Delete: Deletes the keyword(s) from Keyword Elite.

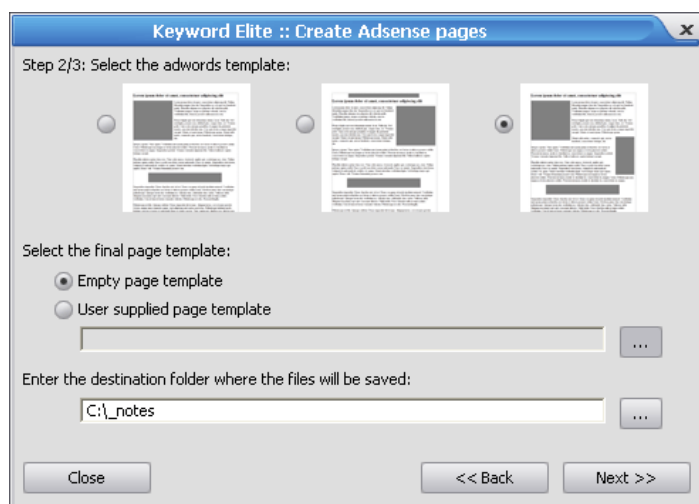
Send keyword(s) to project #2: Allows you to run project #2 for further analysis on the keyword(s) you selected.

Send keyword(s) to project #4: Allows you to run project #4 for further analysis on the keyword(s) you selected.

Create Adsense page(s): Allows you to create 1 Adsense web page per keyword you selected. Each Adsense web page will contain a highly related article based around the keyword you selected.



You can select from 3 different Adsense templates OR you can use your own template.

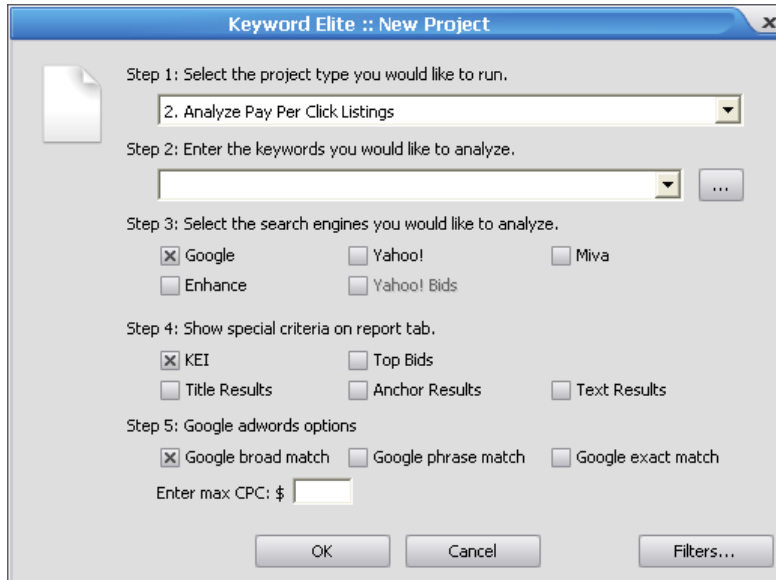


Export to TXT: Allows you to export the keyword(s) directly to a .txt file.

Export as groups to TXT: Allows you to export the keyword(s) into several topic related .txt files. This is good for Google Adwords because it breaks down the keywords into related groups for you.

Project 2: Analyze Pay Per Click Listings

Allows you to analyze and find profitable keyword niches. Also allows you to spy on your competition and gain an advantage.



Step 1: Select the project type you would like to run.

- Keyword Elite allows you to select 5 different project types. This is where you choose which task you would like to run.

Step 2: Enter the keyword you would like to analyze.

- You may enter any keyword you like. This will be the starting point for building and analyzing the keyword list that Keyword Elite will generate for you.

Step 3: Select the search engines you would like to analyze.

- There are several pay per click search engines that Keyword Elite will analyze for you. These include:

- Google
- Yahoo!
- Yahoo! Bids: When checked, Keyword Elite will gather Yahoo bid data (**note:** you will be asked to enter a Yahoo verification code)
- Miva
- Enhance

Step 4: Show special criteria on report.

- Here you are able to analyze a few other important bits of information about each keyword that Keyword Elite analyzes. These include:

- KEI
- Top Bids
- Title Results
- Anchor Results
- Text Results

KEI: A formula developed by Sumantra Roy of 1stSearchRanking.com. KEI is a measure of how effective a keyword is for your website. The KEI compares the number of times the keyword appears within Keyword Elite, with the number of competing websites to calculate which keywords are most effective.

Top Bids: Allows you to see the price that each of the #1 ranked websites are paying to advertise in each of the search engines selected.

Title Results: When selected, the “Results” column in the report view will display the number of websites in Google that contain the keyword you entered in their “title” of their webpage. So, rather than displaying the number of websites Google lists for the keyword you entered, Keyword Elite will now list **ONLY** the number of websites that contain the keyword in the title of their webpage. This may give you a better indication of the number of websites that are truly advertising for that keyword. And will give you a more accurate R/S Ratio and KEI figure.

Anchor Results: When selected, the “Results” column in the report view will display the number of websites in Google that contain the keyword you entered in their “anchor text” of their links. This is the clickable text of a link linking to their website.

Text Results: When selected, the “Results” column in the report view will display the number of websites in Google that contain the keyword you entered in the body of the web page for the web pages that link to each of the results websites.

Step 4: Google Adwords options.

- Here you can choose to view data about Google Adwords. This is a great feature for really analyzing your Adwords competition. The options include:

- Google broad match
- Google phrase match
- Google exact match
- Enter max CPC

Google broad match: Allows you to see roughly how much the top Google Adwords advertiser is bidding for the specified keyword. And also allows you to see an estimated number of clicks you should expect if you had the top ad position for the specified keyword.

Google phrase match: Similar to the Google broad match. Please see the definitions of broad, phrase, and exact match by viewing Google's definitions below:

<http://www.google.com/ads/glossary.html>

Google exact match: Similar to the Google broad and phrase match. Please see the definitions of broad, phrase, and exact match by viewing Google's definitions below:

<http://www.google.com/ads/glossary.html>

Enter max CPC: Allows you to enter the maximum price you would be willing to pay Google per click. Keyword Elite will then show you roughly what position you will appear at in the Adwords listings, as well as the number of clicks you can expect to get per day, in that position. This is VERY valuable. If you leave this field blank, Keyword Elite will just show you the estimated cost and clicks to be ranked in the #1 position for that keyword.

Project 2 Report View:

Progress: 100%

Threads view Report view

Keyword	Results	Searches	R/S Ratio	KEI	Adwords CPC	Adwords position
dieting	14,800,000	59,445	248.97	238.76	\$0.23 - \$0...	1 - 3

View Broad View Phrase View Exact

Website URL	Ranking	Search Engine	Bid Amount
www.milestonesprogram.org	1	Miva	0.12
www.getpaidguides.com	2	Miva	0.07
www.viableherbalsolutions.com	3	Miva	0.06
www.coconutdiet.com	4	Miva	0.05
www.aboweightloss.net	5	Miva	0.05
www.robertamittman.com	6	Miva	0.02
www.solveyourproblem.com	7	Miva	0.01
allnatural4you.com	8	Miva	0.01
www.keywordfocusedcontentpages.com	9	Miva	0.01
of411.com	10	Miva	0.01
www.meganutrition.com	11	Miva	0.01
1stcomeshealth.com	12	Miva	0.01

View All View Google View Yahoo! View Miva View Enhance

This is where you can view all of the data that Keyword Elite has compiled for you. There are 2 frames within project one's report view window; the upper frame and the lower frame.

Upper frame:

Here you can view the main bulk of information about all of the keywords gathered, based on the initial keyword you entered into step 2 of Keyword Elite at run-time.

The columns are as follows:

Keyword: The keyword that is being analyzed

Results: The number of competing websites in Google. If you do a Google search for the search term, you'll see this number located on the top right hand side of Google's results.

Searches: The number of Overture searches performed on the keyword for the previous month. As a good rule of thumb, the number of Google searches is roughly 8-10 times this number.

R/S Ratio: The result of dividing the results column by the searches column. This allows you to see "supply vs demand" for each keyword. The higher the number you find here, typically the better the keyword may be for producing income.

KEI: A formula developed by Sumantra Roy of 1stSearchRanking.com. KEI is a measure of how effective a keyword is for your website. The KEI compares the number of times the keyword appears within Keyword Elite, with the number of competing websites to calculate which keywords are most effective.

Google Campaigns: The total number of websites advertising within Google Adwords for the specific keyword being analyzed. As a rule of thumb, if you find a keyword with 4-8 competitors, you've probably found a pretty hot market that could be a potential money maker, without too much competition.

Yahoo Campaigns: Same as Google campaigns, but analyzing Yahoo paid results.

Miva Campaigns: Same as Google campaigns, but analyzing Miva.com paid results.

Miva Top Bid: Displays the amount of money, per click, that the top advertiser is paying for the specific keyword within the Miva.com search engine. You can find low prices, high searched keywords, by sorting this column in ascending order.

Enhance Campaigns: Same as Google campaigns, but analyzing the enhance.com paid results.

Enhance Top Bid: Same as the Miva Top Bid, but analyzing the Enhance.com search engine.

You will also see 3 tabs located on the bottom right hand side of the screen. These include:

View Broad: Displays only the keyword(s) without quotes or brackets

View Phrase: Displays the keyword(s) if they were surrounded by quotes

View Exact: Displays the keyword(s) if they were surrounded by brackets

Lower Frame:

Here you can view a breakdown of details about each of the individual keyword listed in the upper frame. To view specific details, you must select a keyword from the upper frame by clicking on the keyword. When you do this, Keyword Elite will populate the lower frame with information pertaining to the keyword selected.

There are several columns in the lower frame which include:

Website URL: The website(s) that are currently advertising/bidding on the keyword you selected.

Ranking: the website(s) current position in the paid results of the search engine, for the keyword you selected.

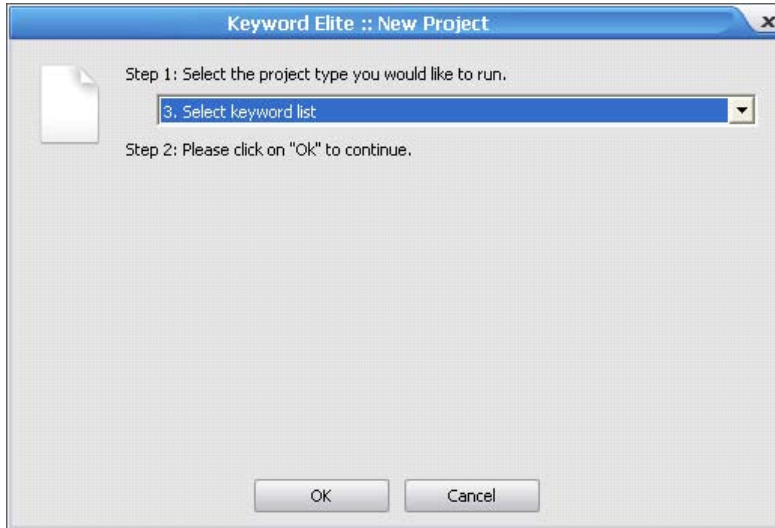
Search Engine: The search engine being analyzed

Bid amount: The total amount that the website listed under the “website URL column” is currently paying each time someone clicks on their ad, within the specified search engine.

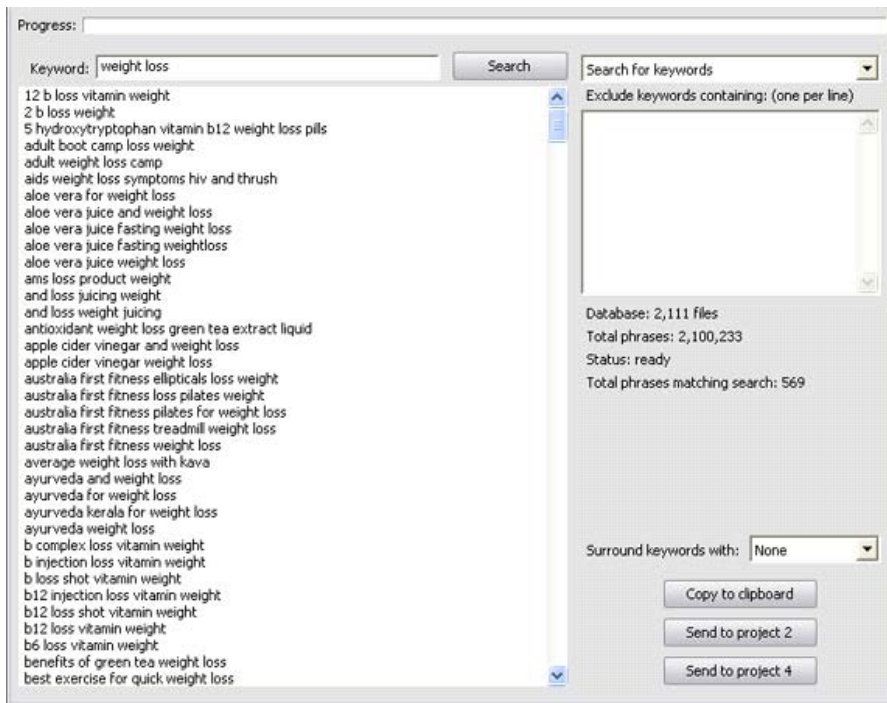
You can sort any column by clicking on the column heading.
You will also notice there are tabs located at the very bottom of the lower frame. If you would like to view results from a specific search engine only, simply click on the appropriate tab. The default is set to view all search engines.

Project 3: Select keyword list

This project allows you to select from 1 of over 40,000 pre-built keyword lists for every topic imaginable. No more need to pay monthly fees for a keyword service, when you have your very own keyword service within this project.



Project 3 Report View:



From the report view you can search for keywords from the very large Keyword Elite database by:

1. Entering a keyword into the “Keyword textbox”. This will populate the large text area. You are then able to either save the keyword file with a different name OR copy the keyword list to your clipboard, which you can then paste into your Pay Per Click campaign or Page Builder software.
2. You can also search by Keyword List, so that the word you enter into the “Keyword textbox” will allow you to find any Keyword List that contains the word you entered in the title of the Keyword file. (i.e. Entering “weight loss” would find all keyword lists that contain the word “weight loss” in the file name)

You can also easily surround each of the keywords with:

- brackets
- quotes

... by clicking on the “Surround keywords with” option.

This is handy for Google Adwords advertisers.

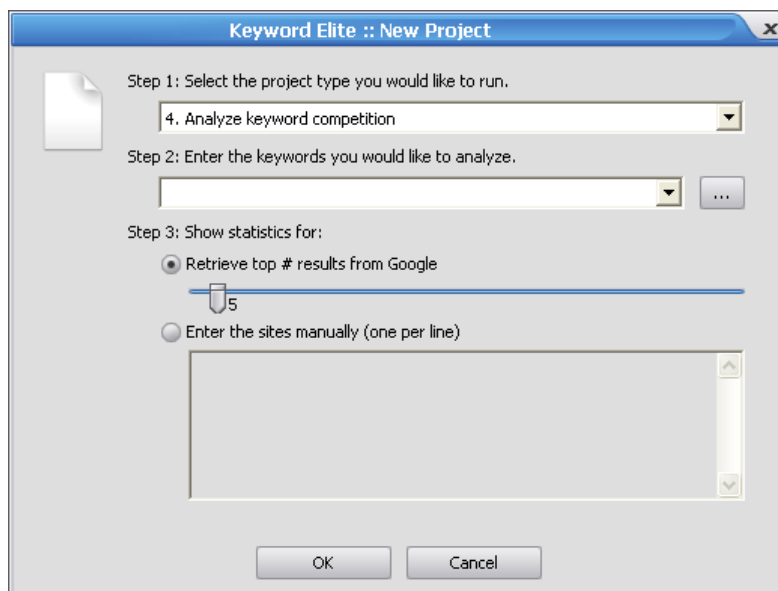
You will notice that there are also 3 buttons located on the bottom right. These include:

Copy to clipboard: Allows you to copy all of the keywords you've selected to the clipboard, so you can simply paste them into a text file and save it for later use.

Send to project 2: Allows you to copy the selected keywords directly to project 2 within Keyword Elite, where you can do further analysis on the keyword(s).

Send to project 4: Allows you to copy the selected keywords directly to project 4 within Keyword Elite, where you can do further analysis on the keyword(s).

Project 4: Analyze keyword competition



This project allows you to see just how competitive a specific market is, based on the keyword you enter. You can quickly tell just how optimized your competition is for the keyword. Once you've mastered your Pay Per Click campaign and find keywords that are more profitable than others, it's time to move on to search engine optimization.

You can use this project to gauge whether or not a keyword will be difficult to rank highly for. You must know a bit about "search engine optimization" to get the most benefit from this project. I have written a free course on search engine optimization. You may download a copy by [clicking here](#).

Step 1: Select the project type you would like to run.

■ Keyword Elite allows you to select 5 different project types. This is where you choose which task you would like to run.

Step 2: Enter the keyword you would like to analyze.

■ This is the keyword that Keyword Elite will analyze the competitiveness of.

Step 3: Show statistics for.

■ Allows you to analyze the top X ranked websites in Google for the keyword you entered. For example, if you left the default of 5 to be selected, Keyword Elite will analyze the top 5 ranked websites in Google for the keyword you entered OR you can manually enter the websites you would like to compare.

You can slide the slider up to 100 websites and down to 1 website. The default is set to 5.

Project 4 Report View:

Progress: 100%

Threads view

Report view

Keyword	Google Results	Monthly Overture Searches
diet	258,000,000	670,842

Keyword Results for: diet

Website	PR	All text				Page Elements			
		words	repeats	density	Title	Link	Alt	Kw	
1. Lose Weight with The South Beach Diet Online www.southbeachdiet.com	6	29	2	6.90%	1 (12.5%)	1 (20.0%)	0 (0.0%)	31 (22.0%)	
2. Weight Loss Diet Plan Analysis Nutrition Exercise Info at the www.lhesdetchannel.com	5	1205	116	9.63%	2 (16.7%)	91 (53.2%)	0 (0.0%)	0 (0.0%)	
3. Atkins - Atkins www.atkins.com	6	404	0	0.00%	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	
4. DIET com - everything about Diet www.diet.com	4	537	31	5.77%	2 (33.3%)	14 (17.3%)	0 (0.0%)	0 (0.0%)	
5. Public Page Cyberdiet www.cyberdiet.com	7	369	0	0.00%	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	

There are 2 frames in the project 4 report view; the upper frame and the lower frame.

Upper Frame:

Displays 3 columns which are as follows:

Keyword: Displays the keyword that was entered into step 2, along with related keywords depending on where you have moved the slider to in step 5. The keyword located at the top is the keyword you entered.

Google Results: Displays the total number of competing websites for the given search term.

Monthly Overture Searches: Displays the total number of times the search term was searched during the previous month on the Overture.com search engine. As a rule of thumb, you can multiply this number by 8-10 times to get the number of searches done in Google for the specific search term.

Lower Frame:

In order to display data in the lower frame, you must select a keyword in the upper frame. There are several columns displayed in the lower frame which include:

Website: Displays the top ranked websites for the keyword that was selected in the upper frame.

PR: The Google Page Rank™ of the website listed.

Words: The total number of words on the web page.

Repeats: The number of time the word appears in the text on the web page.

Density: The keyword density of the word on the web page.

Title: The title of the web page.

Link: The total number of times the word appears within a link on the web page.

Alt: The total number of times the word appears within the alt text on the web page.

Kw: The total number of times the word appears in the keyword meta tags on the web page.

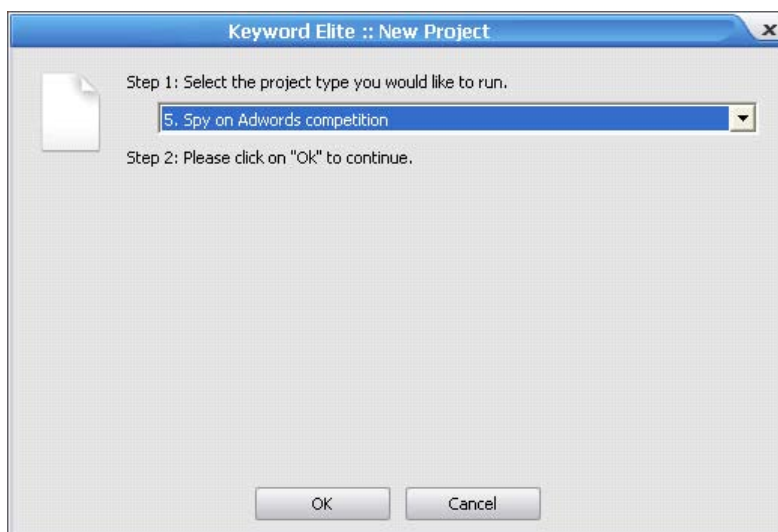
Desc: The total number of times the word appears in the description meta tags on the web page.

Bold: The total number of times the word is bolded on the web page.

Htags: The total number of times the word appears within h1 header tags on the web page.

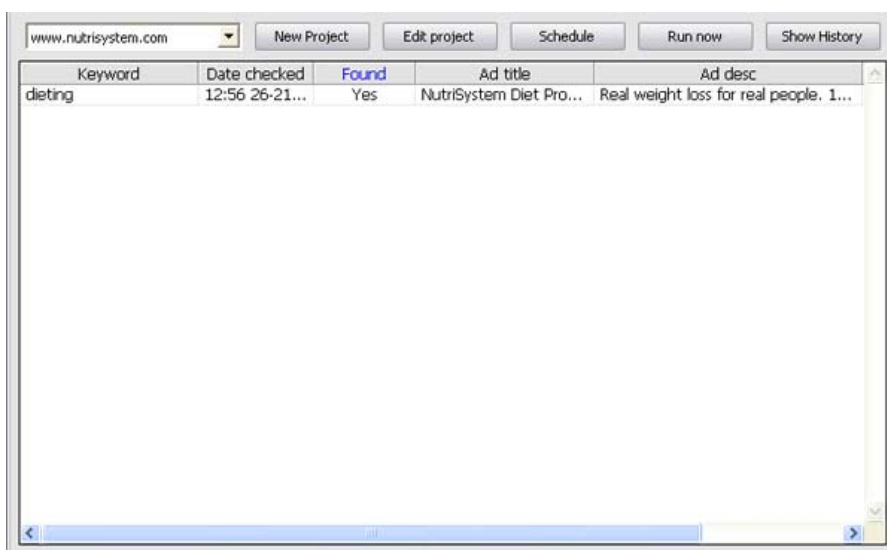
Website Title: The text used in the title tag of the website listed (i.e. <title>)

Project 5: Spy on Adwords Competition



This project allows you to keep a close eye on the keywords that your competition is continually bidding on. By monitoring their status, you can easily tell which keywords are actually producing a profit for them. This project is amazingly helpful and nearly guarantees you will maximize your profit potential with your Adwords campaigns.

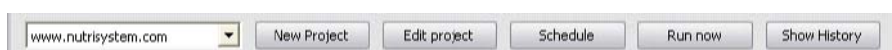
Project 5 Report View:



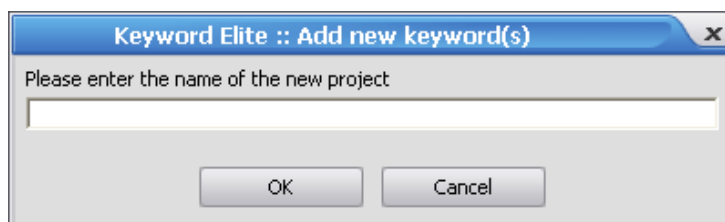
There are 5 buttons within Project five's report view screen.

* If you double-click a row, you will see what their Google Adwords ad looks like at the time you ran the program.

Also, the drop down list shown below will display and allow you to view each project that you have created.



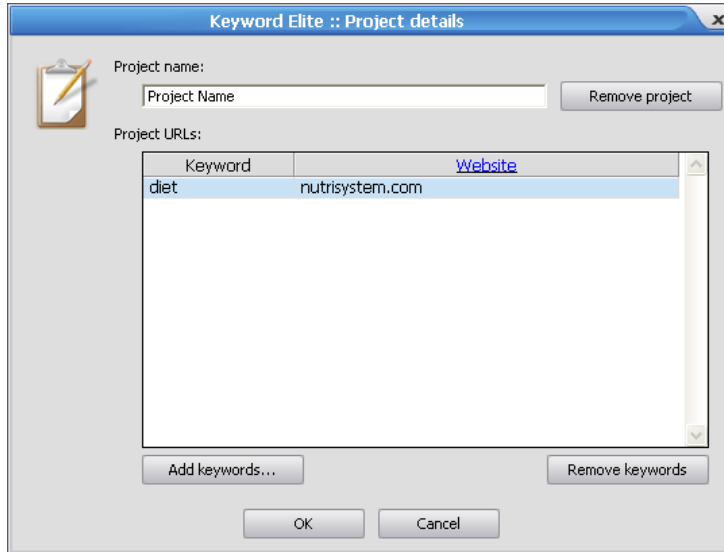
New Project: Allows you to create a new project to track. When you initially run this project you will obviously have no projects. You must first create a new project by clicking the "new project button". You will be asked to enter a domain name. This is the domain name that you would like to track within the Google Adwords system.



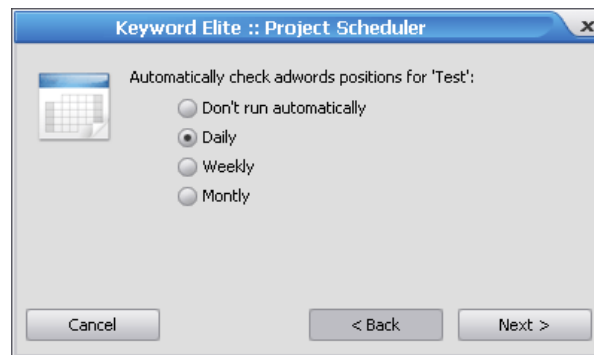
Edit Project: Allows you to:

- change the domain you would like to track
- delete the domain name/project
- add/remove keywords you would like to track for this domain name

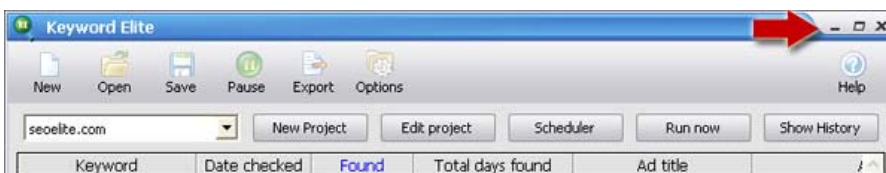
This is the second step after you've added your initial project/domain name. You should now enter the list of keywords you would like Keyword Elite to monitor. Keyword Elite will tell you whether or not this domain is continually bidding on the keywords you entered.



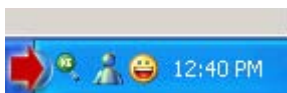
Scheduler: Allows you to set Keyword Elite on a schedule. Keyword Elite will automatically check Google at a specified time interval each day, month, year, depending on how you set up your schedule.



IMPORTANT NOTE: In order for the scheduler to run at the scheduled times, you must simply minimize Keyword Elite by clicking on the “minimize button” located on the top right hand side of Keyword Elite. This will place Keyword Elite in the Task Tray of your PC and will allow Keyword Elite to run at the specified times each day/week/month etc.



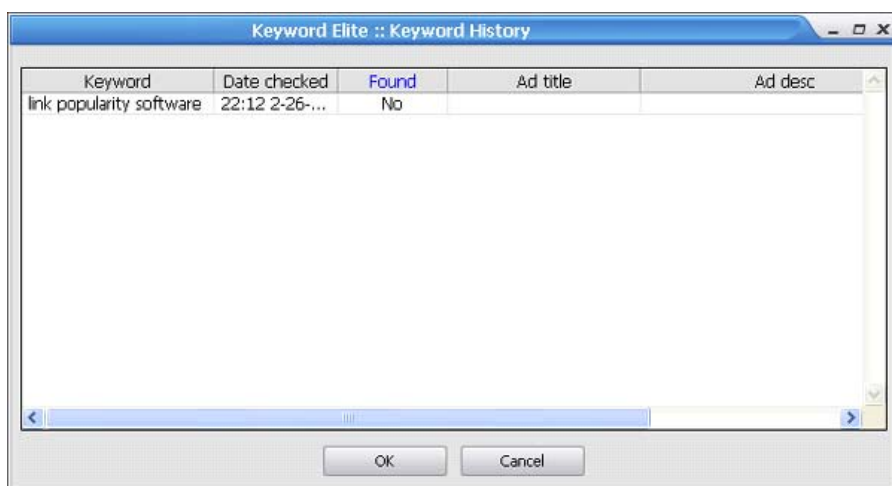
When you click the minimize button within Project 5 ONLY, it will place Keyword Elite in the Windows Task Tray as shown below:



If you do not do this, Keyword Elite will not run the scheduler at the scheduled times.

Run now: This will run all of the keywords immediately, from the moment you click the “run now button”. Keyword Elite will check to see if the website URL is bidding on each of the keywords in the list.

Show History: This will show you a brief history of which days the website was found bidding on the keyword, as well as the ad being used during that time/date.



Note: If you double click the row, you will see what their Google Adwords ad looked like at the recorded run time. This is very nice because you can visually see if they’ve changed their ad at any point in time.

There are 6 columns located in the grid for Project number five’s report view screen. These columns are the following:

Keyword: Displays the keyword that is being monitored.

Date Checked: The date and time that Keyword Elite either found, or did not find the keyword listed.

Found: Displays yes or no depending on the result of your search. A yes indicates that the website is still bidding on the keyword. A no indicates that the website is not.

Ranking: Displays their current Adwords ranking.

Total Days Found: Displays the number of days that the website has been listed in Google Adwords.

Ad title: The title being used in the Adwords ad for the website.

Ad desc: The description being used in the Adwords ad for the website.

Ad URL: The actual location that the URL is linked to in the Adwords ad. Note that the URL here may differ from the domain you entered into the "new project screen". If the URL differs here, Keyword Elite will display "Affiliate" under the "Found column". This indicates that the website is still being advertised within Google Adwords, but the website is being advertised by an affiliate and not the actual website itself.

That wraps up the features contained within Keyword Elite. We're constantly striving to make Keyword Elite better and better as time goes by. We have a special section in the member's forum labeled: "Keyword Elite Feature Requests". If you have any ideas for future features, please post them in the forum and we will see that they are added to future versions!

You may visit the member's forum here:

<http://www.keywordelite.com/chat/>

If you could not find answers to your questions within the Help File, please visit our member's help area where I have answered many of the more common Keyword Elite questions. You can visit the help area here:

<http://www.keywordelite.com/FAQ.htm>

If your question has still not been answered, you may submit a support ticket directly to our support team below:

<http://www.bryxensoftware.com/support/>

Note: Be sure to select the "Keyword Elite" department from the drop down list.

Enjoy the software!

Brad Callen
Bryxen Software, Inc.

<http://www.keywordelite.com>